

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

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Washington, D. C.

August 9, 1958

Convention Room Reservation Forms Mailed to Members

N.C.A. sent to members this week room reservation forms for the 1959 Convention, February 21-24, in Chicago. Each form was accompanied by an instruction sheet to help canners request the number and type of rooms desired. The filled-in forms should be returned by September 15 to R. F. Alexander, National Canners Association, 1133 20th St., N. W., Washington 6, D. C.

In a letter to the membership accompanying the reservation forms, Executive Secretary Carlos Campbell pointed out that the N.C.A. Board of Directors in May authorized planning of the 1959 Convention along the same lines as the 1958 Convention in Atlantic City. Accordingly, the Association has obtained from Chicago hotels room allocations that will enable N.C.A. to make room reservations for members, brokers whom members may invite, and the members' customers (canned food buyers).

Canners should use the reservation forms to request rooms for their own personnel, and should issue invitations to brokers they wish to attend. N.C.A. will write to brokers offering to reserve hotel accommodations if the broker or his principal (canner-member) so requests.

The Association will send a letter to buyers inviting them to attend and extending to them the services of the N.C.A. office in making hotel reservations.

Change in Salute Schedule

Canners planning to attend the salutes to the canning industry to be made by USDA and Commerce, September 2, inauguration of "September is Canned Foods Month," are advised of a change in the time schedule as follows:

10:30 a.m.—USDA Patio, the salute by Agriculture

11:15 a.m.—U. S. Department of Commerce Lobby, the salute by Commerce

Benson, Williams to Salute Canned Foods Month

Secretary Ezra Taft Benson will salute the canning industry on behalf of the Department of Agriculture, and Walter Williams, Under Secretary of Commerce, will do the honors for that Department, at the official ceremonies inaugurating "September is Canned Foods Month," Tuesday, September 2. Comments acknowledging these salutes and commending the services of both of these Departments to the canning industry will be made by N.C.A. President Edward E. Burns. Lewis M. Parsons, vice president of United States Steel Corporation, will speak at the Commerce salute ceremony.

Changes from the schedule as announced in last week's **INFORMATION LETTER** have been made to accommodate Secretary Benson's travel schedule for that date. The salute ceremonies are now scheduled at the USDA Patio for 10:30 a.m., instead of 11:30; the ceremonies in the Department of Commerce Lobby have been moved up from 2 p.m. to 11:15 a.m. Plans are under consideration to entertain the invited representatives of the Washington press, radio and TV corps at a luncheon following the two salute ceremonies.

Construction of the exhibits which will constitute the settings for both of the salute ceremonies is in progress at N.C.A., USDA and Commerce, for completion by August 13. The two exhibits open simultaneously on August 18. Schedules for public viewing of the exhibits are as follows:

USDA—August 18-September 9, 9 a.m. to 6 p.m. daily, except Saturdays and Sundays.

Commerce—August 18-September 18, 8:30 a.m. to 10 p.m. daily, including Saturdays and Sundays.

The USDA Information Service has issued one advance press release announcing their exhibit and salute plans; the N.C.A. Information Division this week released an advance to metropolitan papers and those in the canning areas, as well as to the canning trade press, as did the Information Section at Commerce.

Wage-Hour Interprets Joint-Employment Relationship

Interpretations of joint employment relationship under the Fair Labor Standards Act were published in the *Federal Register* of August 5 by Wage and Hour Administrator Clarence T. Lundquist. These interpretations, according to the Administrator, provide a practical guide to employers and employees as to how the Wage and Hour Division will enforce the law. They may be relied upon by all parties until they are modified, amended, rescinded or determined by judicial authority to be incorrect.

Paragraph (a) of section 791.2 of the new regulations provides that in a situation of joint employment, if all of the relevant facts establish that two or more employers are acting entirely independently of each other and are completely disassociated with respect to the employment of a particular employee who during the same work week performs work for both employers, each employer may disregard all work performed by the employee for the other employer in determining his own responsibility under the Act.

However, if employment by one employer is not completely disassociated from employment by the other employer, all of the employee's work for the joint employers during the work week is considered as one employment for purposes of the Act. In these circumstances, all joint employers are responsible for compliance with the applicable provisions of the Act, including the overtime provision.

Paragraph (b) of section 791.2 provides that where the employee performs work which simultaneously benefits two or more employers, or works for two or more employers at different times during the work week, then joint employment relationship generally would be considered to exist: (1) where there is an arrangement between the employers to share the employee's services, or (2) where one employer is acting directly or indirectly in the interest of the other employer in relation to the employee, or (3) where the employers may be deemed to share control of the employee by reason of the fact that one employer controls the other employer.

'September Month' Copy Sent to Newspapers and Radio-TV

Advance mailings of releases are being made to give newspaper editors, radio and television people ample time to tie-in with "September is Canned Foods Month." The schedule of the N.C.A. Consumer Service Division releases is planned to cover consumers throughout the country in one or more media.

So that each editor will receive an exclusive release, including recipes, food photographs and a special article about canned foods, in her city, the metropolitan newspapers were divided into lists of: (a) 155, with an approximate circulation of 17,286,000; (b) 88, approximate circulation, 13,168,000; (c) 54, approximate circulation, 8,312,000; (d) 53, approximate circulation, 4,744,000. A final list was made up of certain city newspapers with large food sections and papers in cities adjoining some of the heavily populated areas. This list consists of 58 newspapers, approximate circulation, 10,806,000.

In addition to the releases to metropolitan newspapers a mat-recipe release is being sent to 1,344 small daily newspapers in cities of under 100,000 population. A second mat-recipe release is being sent to 3,000 community-weekly newspapers. These will be issued in mid-August.

A two-page radio release featuring the September month theme will be sent to approximately 1,000 people in radio on August 21.

August 22 is scheduled for the mailing of a special television kit made up of a "September is Canned Foods Month" script, food photographs for on-camera use, recipes and production aids. The kits will be sent to 75 television stations in leading market areas.

Food Service Magazine

The August issue of *Food Service Magazine*, (almost 100,000 readers in the institutional field), observes "September is Canned Foods Month" by devoting 11 pages to a feature entitled "Revolution in Canning." Associate editor, George Patrick, subtitles the article "The amount of food canned in this country now amounts to more than 22 billion pounds annually worth \$4.5 billion. The share consumed by the food service industry: 25 percent!"

"Biggest reasons for canned foods popularity: They're top-flight portion control items, they're labor saving and

they're accepted wholeheartedly by the dining public."

After discussing the amount of foods canned, giving statistics for numerous individual products, Mr. Patrick summarizes:

"**Convenience Foods.** The biggest reason why canned foods have found such wide acceptance in the food service industry is simply this: *Canned foods are convenience foods.* As such, they embody all the profit-making benefits that Margaret Johnson advocated in her famous 'Menu Magic: A Practical Manual On Convenience Foods' (*Food Service Magazine*, April 1958).

"The benefits are worth close examination:

"**Precise cost** means that you know to the decimal point exactly how much saleable food is in any given can. And you know also that you are not paying for waste—every bit of food in the can can be sold and cost controlled.

"**Consistent quality** is a vital factor in the food business. With canned foods, you can be assured that whether you use one can of a given product, or a hundred cans, the quality will not vary. The most modern methods in American industry are used in canning quality control.

"**Inventory control** is built into canned foods because of the precise weight of each item, be it can or case. . . . With canned foods, an operator not only knows how much food weight he has on hand—he knows exactly how many portions are in that weight.

"**Customer acceptance** is self-evident. In the nation's grocery stores, canned foods account for approximately 20 per cent of all total sales.

"**Minimum storage**—Cans stock well, can be piled to the ceiling. Note how the supermarkets do it!

"**Uniform portions** tie in closely with inventory control. Out of any given can, case or carload, one peach half will be the exact counterpart of any other. The same goes for the whole range of canned foods from rooster combs to jellied sharkskin soup.

"**Minimum labor**—And how! Give any man a can and an opener and he'll give you a meal you can sell. Canned foods along with all convenience foods are solid solutions to the special cost problems of manpower."

In closing, the author states, "The story of canning is a book in itself. . . . Canned foods . . . are the front-line weapons in the 20th Century fight against the pressure of overwhelming manpower costs. To brief you, we are happy to attach a page reproduction of the *Canned Food Buying Guide* (an actual size chart is available free from the National Cannery Association)—plus the world-famous *Canned Food Tables*—an 8-page section that

explains the whys and wherefores of using canned foods.

"To compete in the food service industry today without these materials at your fingertips is to court disaster."

The *Canned Food Buying Guide* reproduced in the magazine is a publication of the N.C.A. Consumer Service Division, as is the 8-page *Canned Food Tables*, a copy of which was pasted in the magazine as part of the article.

TV Series on Canned Foods

A series of television shows will be devoted to canned foods on the Ann Howard "Panorama" program over station WDBJ-TV, Roanoke, Va. Titled "Save-A-Penny Meals," Miss Howard said she conceived the idea of the title and series from N.C.A. Consumer Service releases on low prices of canned foods as shown in the monthly Price Index reports.

To open the series, Katherine R. Smith, Director of the Division, was the first guest on August 5 to discuss economical and other advantages of canned foods. Photographs showing several meal uses of canned foods were shown with suggestions for preparing family favorites. In addition, the station offered viewers copies of the book *So Easy Recipes—and So Good, Too*. One show a week will be devoted to canned foods and Miss Howard has invited home economists from the canning industry to appear as guests.

WDBJ-TV covers Virginia, West Virginia and the northern part of North Carolina with an estimated 75,000 to 90,000 viewers.

This Week Magazine

Clementine Paddleford, food editor of *This Week* magazine, featured canned salmon in her "How America Eats" article on Sunday July 20.

Miss Paddleford titled her article "Three Cool Salmon Salads" and illustrated it with a color photograph showing a salmon salad attractively garnished with hard cooked eggs, ripe olives, cauliflower flowerettes, sliced cucumber and carrot strips. The introduction said:

"The real gold of Alaska is seined from the sea. Prospector fishermen haul in a gleaming salmon harvest, some \$77 million annually. That's ten times more than the yearly production of Alaskan gold. Over 85 percent of all the United States salmon

pack comes from this Far North domain.

"I traveled to Ketchikan, toward the top of the world, to see for myself how salmon is caught, how it gets into cans. The harvest is net gathered, dumped into boats, then landed at nearby canneries. The fish is cleaned, it is piece cut and hand-packed to be vacuum processed. Nothing is added but a pinch of salt; all food value of the fish is retained.

"Five species of the salmon are canned commercially, these showing variations in flavor, in color, in texture and oil content."

She went on to describe the advantages and uses of each species.

Canned Foods in Civil Defense

Nineteen radio broadcasts were made during June and July pointing up the safety and desirability of canned foods as an emergency supply in the event of atomic attack. The broadcasts were made from stations in Winslow, Ariz.; Warren, Ark.; Ridgecrest and Santa Cruz, Calif.; Alamosa and Cortez, Colo.; Sandpoint, Idaho; Hammond, Ruston and Vivian, La.; Morris and Pine City, Minn.; Dexter, Mountain Grove and Ste. Genevieve, Mo.; Alliance, Grand Island, and Kearney, Nebr.; and Fallon, Nev., with total estimated listening audience of 900,300.

The program consisted of a radio interview between Katherine R. Smith, Director of the N.C.A. Consumer Service Division, and Nelson H. Budd, Director of the Information Division, recorded some time ago for distribution on "Air Mail Personal," a show syndicated by Dudley-Anderson-Yutzy, the public relations counsel acting for N.C.A. in its Consumer and Trade Relations Program.

The interview described the nuclear tests of canned foods conducted by the N.C.A. laboratories for the Federal Civil Defense Administration on the Nevada test site in 1955, spoke of their favorable showing, and advised housewives regarding safe handling and use of exposed food packages.

Ripe Olives on Plentiful List

Canned ripe olives appear on the USDA Plentiful Foods List for September. Announcement has been made in USDA's bulletin *Food and Home Notes*, distributed to women's pages of the press and women's radio and TV programs.

C.&T.R. Program is Cited in Textbook on Management

The N.C.A.'s Consumer and Trade Relations Program is cited as an outstanding example of successful trade association promotion work in a new textbook, *Association Management*, just published by the Chamber of Commerce of the United States.

The book consists of a series of chapters on various phases of trade association work contributed by outside authors. In the chapter dealing with promotion the author, W. P. Markert, director of promotion, National Concrete Masonry Association, stated that a good promotion program must answer a definite need, and that the N.C.A. followed this rule in launching its "continuous consumer relations program to clothe canned foods with prestige in both the home and the market place.

"Their campaign might be described as an 'umbrella' program in that it promoted canned foods and the canning industry as a whole on a broad scale. It also permitted other programs involving paid advertising, retail merchandising, and specific commodities to operate in their own areas with extra effectiveness."

Mention is made of *The ABC's of Canned Foods*; "The Three Squares"; the constant flow of releases to consumer, trade, farm and other special interest publications; the annual Food Editors Conference; the Philadelphia Project studies; and other C.&T.R. projects.

The author concludes his comment with the statement "the success of N.C.A.'s promotional program can be

attributed to the fact that they clearly recognized their mission and thus were able to employ the proper tools to carry it out effectively."

Sunset

One of the food articles featured in the August issue of *Sunset* magazine is entitled "Budget Dishes . . . Using Tuna."

Introducing the four recipes given, the article begins, "Canned tuna is the mainstay of each of these four hot dishes, ideal for luncheon or supper these summer days. You'll find all four flavorful, attractive, and easy on the budget." In addition to tuna, canned Chinese noodles, mushroom soup and mushrooms are used in the recipes.

MSSA Requirements for Canned Foods

Tentative requirements for canned peaches, corn (cream style and whole grain), tomatoes, and lima beans from the 1958 pack to meet the needs of the armed forces were announced August 6 by the Military Subsistence Supply Agency, 226 W. Jackson Blvd., Chicago 6, Ill.

Procurement of canned peaches and tomatoes will be made by the Oakland Military Subsistence Market Center, 2155 Webster St., Alameda, Calif.; canned corn, Chicago Military Subsistence Market Center; and canned lima beans and tomatoes, Richmond Military Subsistence Market Center, 1722 Arlington Rd., Richmond 20, Va.

Item	Grade	Style or Type	Can Size	Quantity (pounds)	Quantity (cases)
Peaches.....	A (Fancy) or B (Choice)	Type I or II Style 1 halves	No. 10.....	11,364,000	280,593
			No. 2½.....	2,966,000	68,184
			Total.....	14,330,000	
Peaches.....	A (Fancy) or B (Choice)	Type I or II Style 2 sliced or Style 3 quartered	No. 10.....	2,559,000	63,185
			No. 2½.....	804,000	20,552
			Total.....	3,453,000	
Corn, cream style....	A (Fancy) or B (Ext. Std.)	I(a) or I(b)	No. 303....	10,693,000	445,542
Corn, whole grain....	A (Fancy) or B (Ext. Std.)	Style I(a) or I(b)	No. 10.....	13,157,000	330,578
			No. 303....	1,781,000	74,208
			Total.....	14,938,000	
Tomatoes.....	A (Fancy) or B (Ext. Std.)	Style I(a) or I(b)	No. 10.....	29,818,000	780,576
			No. 303....	3,830,000	159,583
			Total.....	33,648,000	
Lima Beans.....	A (Fancy) or B (Ext. Std.) Size: Tiny, small, medium, large or combination thereof	Type I(b)	No. 10.....	5,296,000	134,416
			No. 303....	872,000	36,333
			Total.....	6,168,000	

Status of Legislation

Agricultural trade development—S. 3420, to raise Title I authorizations from \$4 to \$7.5 billion and to extend P. L. 480 for two years, to June 30, 1960, was passed by the Senate March 20 and by the House, with amendments, July 23, and sent to conference. S. 4071, the omnibus farm bill, passed by the Senate July 28 contains language identical to S. 3420.

Anti-dumping Act—H. R. 6006, to amend the Anti-dumping Act of 1921 so as to facilitate determinations under the Act, was passed by the House Aug. 29, 1957, and by the Senate, with an amendment, May 26, and sent to conference. The conference report was adopted by the Senate Aug. 4, by the House Aug. 7 and sent to the President.

CCC equity payments—S. 2426 (Ellender of La.), to authorize CCC to acquire title to unredeemed loan collateral without obligation to make equity payments, is pending before Senate Agriculture Committee.

Country Life Commission—H. R. 13504 (Hays of Ark.), to provide for the creation of a 25-member Country Life Commission to make broad recommendations on the total development of country life, was approved by a subcommittee of the House Agriculture Committee July 22.

Customs drawback—H. R. 9019, to amend the Tariff Act of 1930 to extend the privilege of substitution for the purpose of obtaining drawback upon reexportation of all classes of merchandise, was passed by the House Feb. 27 and reported without amendment by the Senate Finance Committee July 31.

Farmworkers housing—H. R. 9057, to provide for five-year amortization of housing facilities for farmworkers, was reported by House Ways and Means Committee Aug. 21, 1957.

FDA food additives—H. R. 13254 (Williams of Miss.), was reported by the House Commerce Committee July 28. S. 4193 (Hill of Ala.), a companion bill, is pending before the Senate Labor and Public Welfare Committee. N.C.A. supports.

Federal preemption—H. R. 3, to modify the doctrine of federal preemption, was passed by the House July 17 and S. 337 reported amended by the Senate Judiciary Committee August 5.

Fisheries loan fund—S. 2720, to increase the loan fund authorization from \$10 million to \$13 million, was passed by the Senate Aug. 20, 1957. S. 3295, to increase the authorization from \$10 to \$20 million, was passed by the Senate May 29.

Food stamp plan—H. R. 13067, to direct the Secretary of Agriculture to establish a food stamp plan, was reported by House Agriculture Committee August 2.

Hawaii statehood—H. R. 49, Hawaii statehood, was reported with amendment by House Interior Committee Aug. 6.

ICC agricultural exemption—S. 3778, including the proposal to terminate the 203(b)(6) exemption for frozen fruits and vegetables, was passed by the Senate June 11 and by the House June 27, with amendments, and sent to conference; the conference report was adopted by the Senate and House July 30 and cleared for the President.

ICC private carrier definition—S. 3778, including the provision amending the definition of a private motor carrier so as to stop "buy-and-sell" trucking, was passed by the Senate June 11 and by the House June 27, with amendments, and sent to conference; the conference report was adopted by the Senate and House July 30 and cleared for the President.

Marketing orders—H. R. 8367 (Sisk of Calif.) is designed to authorize the Secretary of Agriculture to continue marketing orders in effect even after parity is reached. No action scheduled.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20, 1957. N.C.A. opposes.

Mexican farm labor—H. R. 10360 (Gathings of Ark.), to extend the authority under P. L. 78, 82d Congress, to import Mexican nationals for employment in agriculture, was reported by the House Agriculture Subcommittee Aug. 1 with an amendment limiting extension to two years. S. 4232 (Ellender of La.) was reported by the Senate Agriculture Committee with amendment limiting extension to one year August 5.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was passed (as recommended by the Agriculture Committee) by the Senate May 15.

H. R. 9020, to retain USDA jurisdiction on exclusive meat packing operations, was reported by House Agriculture Committee July 9, 1957.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee and by the

Senate Agriculture Committee in 1957. N.C.A. opposes application to canning.

Premier notification—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than \$10 million, was reported by House Judiciary Committee May 28, 1957. Similar legislation, with amendments, was approved by the Senate Antitrust Monopoly Subcommittee June 26 and is pending before the Senate Judiciary Committee.

Puerto Rico minimum wage—H. R. 12967, to authorize biennial reviews of wage rates in Puerto Rico which are below the statutory minimum, rather than annual reviews, was passed by the House July 29.

Raw product bargaining—H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.), to authorize co-operative associations of producers to bargain with purchasers singly or in groups, are pending before House Judiciary Committee. S. 2444 (Alken of Vt.) was passed by the Senate July 15, with an amendment limiting its application to milk, and has been referred to the House Judiciary Committee.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21, 1957, and a substitute measure, which would apply only to foods, drugs and cosmetics, was reported by the Senate Judiciary Committee July 28.

Small business tax revision—H. R. 13382, to provide tax revision for small business, was passed by the House July 21 and reported with amendments by the Senate Finance Committee August 6.

Trade Agreements Act—H. R. 12591 (Mills of Ark.), to amend and extend the Trade Agreements Act for five years as recommended by the Administration, was passed by the House June 11 and by the Senate, with amendments, July 22, and sent to conference. The conference report was adopted by the House Aug. 7.

Wage-Hour—S. 1853 (Kennedy of Mass.), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7, 1957.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

U. S. Reports on Pesticides, Organic Chemicals Volume

According to an August 1 report by the U. S. Tariff Commission, the total output of pesticides and other organic agricultural chemicals was 512 million pounds in 1957—about 10 percent less than the 570 million pounds reported for 1956. Sales were over 433 million pounds, valued at 178 million dollars, in 1957, compared with 399 million pounds, valued at 173 million dollars, in 1956.

The preliminary statistics on production and sales of pesticides and other organic agricultural chemicals, given in this report, are more than 95 percent complete. The complete statistics will be given in the Commission's final report on the production and sales of synthetic organic chemicals, which will be issued later this year.

Copies of the report on pesticides and other organic agricultural chemicals may be obtained by writing to the United States Tariff Commission, Washington 25, D. C.

Bulletin on Contract Farming

Contract Farming and Vertical Integration in Agriculture (U. S. Department of Agriculture Information Bulletin No. 198) points out that contract farming is a prominent feature of the vertical integration of agriculture and business. A farmer whose operations are vertically integrated shares some of his managerial decisions and risks in production and marketing with one or more related businesses—his supplier, processor, or distributor.

In a foreword, Secretary Ezra Taft Benson states: "Contract farming and other forms of vertical integration are among the most potent forces in our agriculture today.

"Integration may vitally affect the role of farmers . . . by shifting to others their responsibilities as managers. Farmers have every right to decide how far they want to go in sharing risks or assigning managerial responsibilities, but they should carefully consider the benefits to be gained in exchange for the responsibilities transferred."

The bulletin surveys the extent and nature of integration for 15 commodity groups. Among them are vegetables for canning and freezing (90 percent integrated), broilers (95 percent integrated), hogs (integration slight but growing), market eggs (about 5 percent integrated), cotton (some integration through credit ar-

rangements), and milk production (partly integrated through marketing cooperatives).

Copies of the report may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Soil-Water Research Needs

Secretary of Agriculture Benson announced July 29 the appointment of a working group to study facility needs for soil and water conservation research. The study is being made at the request of the Senate Committee on Agricultural Appropriations.

Members of the group are: Dr. G. M. Browning, Iowa State College, representing state agricultural experiment stations; Gerald E. Ryerson, Soil Conservation Service; and Drs. Cecil H. Wadleigh and Darnell M. Whitt of the Agricultural Research Service.

The Secretary directed them to focus attention on problems of national and regional importance, leaving for the attention of the states problems having only state or local significance.

The group will receive recommendations from federal, state, and local organizations concerned with the conservation of soil and water resources. Interested parties are invited to present their evaluation of the kind and extent of soil and water problems needing research. A series of public hearings is planned, with dates and locations to be announced later.

Those interested in making presentations to the working group at these hearings should make their requests in writing prior to August 29 to the secretary of the group, Dr. Darnell M. Whitt, Plant Industry Station, Beltsville, Md.

Homemaker Opinion of Fruit

A survey of homemakers' attitudes toward fresh fruits and juices and processed citrus juices is summarized in a special report by the Agricultural Marketing Service of USDA.

The study reports on interviews in 2,572 households in March and April, 1957, on their use, preferences, and ways of using citrus products, avocados, dates, and raisins.

Copies of the report, *Homemakers Appraise Citrus Products, Avocados, Dates, and Raisins* (Marketing Research Report No. 243), may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Market Test of Canned Rice

A market test of a new canned cooked rice product, developed by USDA, is described in a special report by the Agricultural Marketing Service of USDA.

The report covers a market test of a new precooked rice product which had been developed in the USDA's Western Regional Utilization Research Laboratory at Albany, Calif. The test involved a special pack in No. 303 cans which were sold by 46 retail stores in Fresno, Calif., over a 19-week period.

Copies of the report, *Canned Cooked Rice—The Market Potential for a New Food Product* (Marketing Research Report No. 249), may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

U. K. Canned Fruit Imports

The United Kingdom announced August 6 the establishment of commercial quotas for the import of all fresh, dried, and canned fruits from the dollar area during the 1958-59 season. The quotas which are on the basis of c.i.f. values, are as follows for canned items:

Fruits	Equivalent \$1,000
Deciduous fruits	6,100
Grapefruit sections	1,360
Apples	420
Pineapple	350
Fruit juices	840

Permitted entry dates for these canned fruits are as follows:

Canned grapefruit sections, grapefruit juice and orange juice . . . June 1 through September 30
All others, except canned pineapple for which there is a current quota . . . October 1 on

The Import Licensing Branch of the Board of Trade will promptly issue notices of these quotas to British importers to ensure that licensing arrangements are completed in time for October 1 arrivals.

Poultry Used in Processing

Poultry used in canning and other processed foods during the first half of 1958 totaled 128,336,000 pounds, 23 percent more than the 104,089,000 pounds used during the same period of 1957, according to the Agricultural Marketing Service of USDA.

	Jan.-June 1957	1958 (thousands of pounds)
Young chickens	10,892	17,911
Mature chickens	76,325	81,659
Turkeys	16,815	28,702
Other poultry	57	64
Total, Jan.-June	104,089	128,336

REPORTS ON ASSOCIATION ACTIVITIES

Division of Statistics

The activities of the N.C.A. Statistics Division are geared to the two major functions of the Association: (1) to help members increase the efficiency of their operations and (2) to increase the consumption of canned foods.

The Division's activities and functions are based upon the premise that in the promotion of free enterprise and individual initiative it is essential that canners have available information about the industry as a whole. The economic strength of individual members is believed to be dependent, to a considerable degree, on the availability of dependable statistical and economic information. The Division of Statistics has accepted the responsibility for providing this type of information but responsibility for the effective use of these statistics rests upon the individual member.

Because facts from figures (statistics) are used more and more frequently by canners in all phases of their operation—from raw product production to long range planning—there has been an increasing demand for statistical data of all kinds. Association members look to the N.C.A. to provide them with the economic and business statistics that are needed for the complete analysis of problems and to assist them in decision-making. To meet this need the Division, in addition to compiling canned food pack and stock data, maintains an up-to-date file of available statistical data relating directly and indirectly to the canning industry. These data are supplied to members on request or presented in special reports by the Division from time to time.

Pack and Stock Reports—The expressed wishes of N.C.A. members guides the issuance of pack and stock reports for various commodities. Whenever members indicate a desire for reports for certain canned commodities, the N.C.A. Division of Statistics undertakes to prepare and distribute them. The frequency with which such reports are issued also is decided by the commodity group concerned. The variation in canner's demand for such reports is reflected in the varying frequency with which such reports are issued. At present reports are issued every month of the year for only two commodities—canned applesauce and canned apples. Stocks and shipments reports are issued for 20 different commodities. Each year the pack statistics are summarized in the *Canned Food Pack Statistics*, a volume which has become well-known throughout industry and government circles. The 1957 issue

of this bulletin was distributed in June. In addition to the current statistics this publication also contains all available historical pack data for each canned product.

N.C.A. members and non-members, as well as the general public, are thus kept informed concerning the volume of canned food packs, stocks and shipments.

Statistical Services to Staff—In addition to services to members and the industry, the Division also services most other divisions of N.C.A. It provides facts and figures for use in speeches, press releases and publications prepared by the Information Division, and data used by the Consumer Service Division in its publicity and press release program. It works with the Raw Products Research Bureau in the compilation of raw product statistics and in analysis of data and assists laboratory personnel in analysis of experimental data and statistical design of experiments. The Division has assisted the Seattle laboratory in the preparation of sampling plans for canned salmon and the Berkeley laboratory by supplying statistical information and by assisting in the development of a statistical quality control program for canners in the Western states. The Division has provided summarization and a computing service for all of the data assembled in "The Philadelphia Project." Each of the reports from this project have been prepared in marketing research report form by the Statistics Division, including preparation of charts and text.

Technical Services—In recent years more and more attention has been given to the newer applications of sta-

tistics and statistical techniques. The Divisions's activities have become increasingly important in the fields of statistical quality control and marketing research.

Professional assistance in various fields of statistical analysis and application of statistical techniques are given to members from time to time. During 1958 these services have involved: sampling procedures, statistical quality control, marketing research, correlation and regression analysis, graphics, analysis of variance and other standard statistical analyses.

Special Reports and Analyses—In addition to the regular pack and stock reports the Division has prepared, since the first of the year, seven special reports and a 10-year summary of raw product statistics (acreage, production, yields and prices). The seven reports included four Supply-Demand Analyses (peas, corn, green beans and tomatoes) and three Marketing Research Reports summarizing findings obtained through "The Philadelphia Project" of the Consumer and Trade Relations Program.

Liaison with Government Agencies and Professional Activities—The Division of Statistics is a focal point of contact with government agencies concerning statistical and marketing research problems. Constant liaison is maintained with various government departments in order to serve the best interests of N.C.A. members and the industry. Frequently a government department, contemplating the request of a special report from the industry, will contact the N.C.A. before issuing the request for such reports.

The Division Director has participated actively during the year in a number of professional organizations, serving on several committees.

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